

**Tony Alessandra, PhD, CSP, CPAE**

**Building Customers, Relationships, and the Bottom-Line**

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Dr. Tony Alessandra helps companies build customers, relationships, and the bottom-line. Companies learn how to achieve market dominance through specific strategies designed to outmarket, outsell, and outservice the competition.

Dr. Alessandra has a street-wise, college-smart perspective on business, having fought his way out of NYC to eventually realizing success as a graduate professor of marketing, entrepreneur, business author, and keynote speaker. He earned his **MBA** from the University of Connecticut---and his **PhD in marketing** from Georgia State University.

Dr. Alessandra is president of **Online Assessments**, a company that offers online multi-rater assessments and tests; co-founder of **MentorU.com**, an e-learning company; and chairman of the board of **BrainX**, a company that offers digital accelerated learning programs.

Dr. Alessandra is a widely published author with 14 books translated into 17 foreign languages including **Charisma** (Warner Books, 1998); **The Platinum Rule** (Warner Books, 1996); **Collaborative Selling** (John Wiley & Sons, 1993); and **Communicating at Work** (Fireside/Simon & Schuster, 1993). He is featured in over 50 audio/video programs and films, including **Relationship Strategies** (American Media); **The Dynamics of Effective Listening** (Nightingale-Conant); and **Non-Manipulative Selling** (Walt Disney).

Recognized by **Meetings & Conventions Magazine** as “one of America’s most electrifying speakers,” Dr. Alessandra was inducted into the Speakers Hall of Fame in 1985---and is a member of the Speakers Roundtable, a group of 20 of the world’s top professional speakers. Tony's polished style, powerful message and proven ability as a consummate business strategist consistently earns rave reviews.